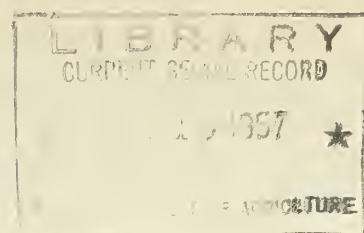


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# Consumer Purchases of SELECTED FRUITS AND JUICES

BY REGIONS AND RETAIL OUTLETS

OCTOBER-DECEMBER 1955



UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

WASHINGTON, D. C.

CPFJ-21

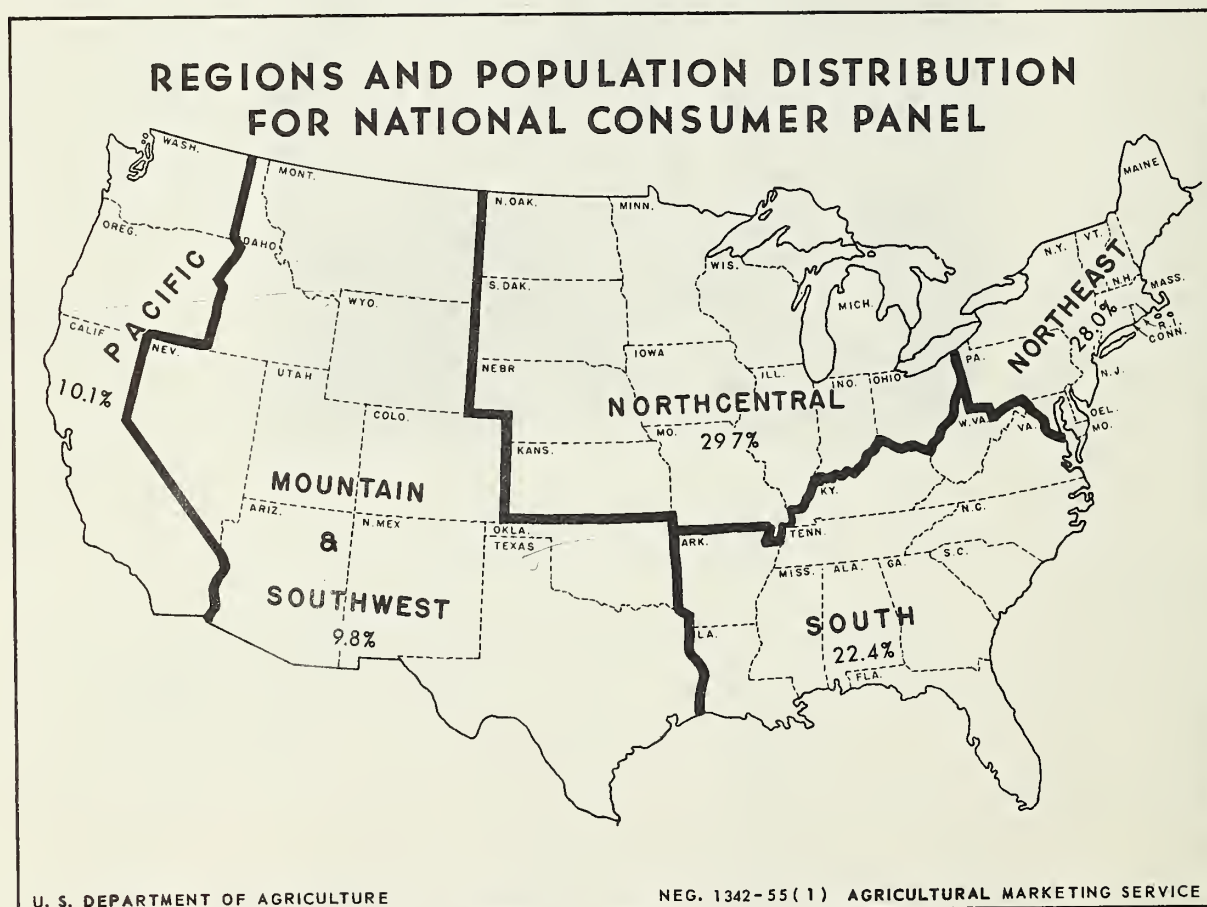
February 1956

## FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 5,800 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946 (RMA, Title II).



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES, BY REGIONS  
AND RETAIL OUTLETS, OCTOBER-DECEMBER 1955

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

U. S. householders bought slightly less frozen concentrated orange juice during October-December 1955 than in the corresponding period a year earlier. Increased purchases in the Pacific, North Central, and Southern regions failed to offset smaller purchases in the Northeast and Mountain-Southwestern regions. As a result of regional changes in purchase volumes, per capita purchases increased about a fourth in the Pacific, and decreased about a tenth in the Northeastern region, as compared with the corresponding period of 1954.

Prices paid for frozen orange juice were up from a year earlier in all regions, averaging 0.7 cent higher for a 6-ounce can.

Consumers purchased a slightly larger volume of frozen concentrate for lemonade in October-December 1955 than a year earlier. Purchases of single-strength orangeade were unchanged, but purchases of shelf-pack concentrate for orangeade were down slightly from a year earlier. Prices paid for frozen concentrate for lemonade were about 1.5 cents a 6-ounce can lower than in October-December 1954. Prices paid for single-strength and shelf-pack concentrate for orangeade were only slightly lower than a year earlier.

Total purchases of canned single-strength juices during October-December 1955 were about 6 percent larger than in the same 3-month period of 1954. The increase in canned juice purchases was the result of larger purchases of noncitrus juices, as purchase volumes of the two major citrus juices, orange and grapefruit, were almost unchanged from a year earlier. Each noncitrus juice was purchased in larger volume than a year earlier. Lemon and orange-grapefruit blended juice purchases were smaller than in the corresponding period of 1954.

With the exception of lemon juice, consumers reported paying prices that were unchanged or slightly higher than a year earlier for canned citrus juices. Consumers paid lower prices for all the noncitrus juices, except tomato juice, prices for which were almost unchanged from October-December 1954.

Total purchases of fresh citrus fruit during the 3-month period October-December 1955 were moderately lower than in the corresponding period of 1954. Fresh orange purchases were about 7 percent smaller. This decrease was primarily the result of lower purchases of California-Arizona and unidentified oranges. Although prices paid for all oranges averaged almost 3 cents higher per dozen than a year earlier, prices paid for California-Arizona oranges were almost unchanged.



Householders purchased about the same quantity of fresh grapefruit during October-December 1955 as they did in October-December 1954. A sharp reduction in purchases of California-Arizona fruit was offset by larger purchases of Florida grapefruit. Prices paid for California-Arizona grapefruit were well above a year earlier, while prices paid for Florida fruit were slightly lower. The average price paid for all grapefruit was almost unchanged.

Purchases of fresh lemons by households during October-December 1955 were about 9 percent smaller than in the same period a year earlier. Prices paid were unchanged.

Tangerine purchases were down more than a fifth in October-December 1955 from the volume purchased in the same period of 1954. Prices paid were about 6.5 cents higher per dozen.

#### FROZEN JUICES AND ADES

Householders bought a slightly smaller volume of frozen concentrated orange juice during October-December 1955 than in the same period a year earlier. Increased purchases in all other regions failed to offset lower purchase volumes in the Northeastern and Mountain-Southwestern regions. For the second quarter in a row households in the Pacific region reported significantly larger purchases than in the corresponding period a year earlier. Per capita purchases in this region were up about one-half of a 6-ounce can compared with a year earlier, while per capita purchases were down by about the same amount in the Northeast (table 1).

Householders reported slightly larger purchases of frozen concentrated orange juice in independent food stores and in regional chain outlets. National chains, however, accounted for a smaller volume of purchases (table 2).

Prices paid by consumers for frozen orange juice averaged 16.6 cents a 6-ounce can, or about 0.7 cent higher than in October-December 1954. Prices paid were higher than a year earlier in all regions, with the greatest increase reported in the Northeast (table 1). Consumers continued to report paying higher prices for frozen orange juice in independent food stores than in chain outlets. However, prices paid in independent food stores were unchanged from October-December 1954, whereas prices paid for frozen orange juice in national and regional chains averaged about 1.0 cent per 6-ounce can higher than a year earlier (table 2).

Consumers reported sizeable gains in the volume of frozen concentrated grape juice bought in October-December 1955 as compared with the same quarter a year earlier. Purchase volumes were at about the same level or higher than a year earlier in all regions with the largest percentage gain reported for the Southern region. Per capita purchases in the South were more than double those reported in October-December 1954. Per capita purchases, however, continued to be low in the Mountain-Southwest and South as compared with other geographic regions.



Household purchases of frozen concentrate for lemonade during October-December 1955 were up about 4.4 percent from the corresponding period of 1954. The largest percentage increase was reported in the South, but larger purchases were also reported in the Northeast and Mountain-Southwest. In contrast, purchases were almost 27 percent lower in the Pacific region than in October-December 1954. Despite the sharp decline in purchase volume, the Pacific region continued to have the highest per capita purchases (table 3).

Chain food stores accounted for about 71 percent of householders' purchases of frozen concentrate for lemonade during October-December 1955, compared with 64 percent in October-December 1954. Purchases of this product in independent food stores declined materially (table 4). Prices paid for frozen concentrate for lemonade during October-December 1955 were lower than a year earlier in all geographic regions and in each of the 3 major types of retail outlets.

Sizeable increases in purchase volumes of canned single-strength orangeade in October-December 1955 were reported by householders in the North Central and Pacific regions compared with the corresponding period a year earlier. These gains were offset by a sharp decline in purchases in the Northeast and a moderate decline in the Mountain-Southwestern region. Per capita purchases continued to be highest in the Mountain-Southwestern region. Prices paid for canned single-strength orangeade were slightly lower than in October-December 1954 (table 5).

Purchases of shelf-pack concentrate for orangeade during October-December 1955 were slightly lower than in October-December 1954. Larger purchases in the Northeast and Mountain-Southwest failed to offset smaller purchases in the Pacific, Southern, and North Central regions.

Householders reported larger purchases of shelf-pack orangeade in independent food stores and national chains, but materially smaller purchases in regional chain stores. Prices were almost unchanged from October-December 1954.

#### CANNED JUICES

Householders bought about the same volume of canned single-strength orange juice during October-December 1955 as in the corresponding period a year earlier. Smaller purchases in the North Central region offset increased purchases in the Northeast and Mountain-Southwest. Per capita purchases were highest in the South and lowest in the Mountain-Southwest (table 6). Compared with a year earlier, larger purchases were reported in national chains. In contrast, consumers reported lower purchases in independent food stores and regional chain outlets. Independents, however, continued to account for about the same proportion of total purchases of this product--45 percent--as they did in October-December 1954 (table 7).

The average price paid by householders for canned orange juice during October-December 1955 was almost unchanged from a year earlier. Highest prices were reported in the Pacific region; the lowest prices, in the South.

Householders bought about the same volume of canned single-strength grapefruit juice during October-December 1955 as they did in October-December 1954. Slight declines in purchases in the Southern and Pacific regions canceled slight increases in other regions. Despite the decline in purchases in the Pacific region, householders in this region continued to report highest per capita purchases (table 9). Compared with a year earlier, purchases in independent food stores were unchanged. Householders reported smaller purchases in regional chains, but consumers bought a larger volume of grapefruit juice in national chain food stores than in October-December 1954 (table 10).

For the 3-month period October-December 1955, the volume of orange-grapefruit blended juice purchased by consumers was slightly smaller than in the corresponding period of 1954. Purchases in the Northeastern and Pacific regions declined about 13 and 16 percent, respectively. But larger purchases were reported in all other regions (table 11).

Of the 3 major types of retail food outlets, only independents accounted for a larger volume of householders' purchases of orange-grapefruit blended juice in October-December 1955 compared with October-December 1954. Although consumers bought a smaller volume of orange-grapefruit blended juice in regional chain stores, this outlet continued to account for a greater proportion of consumer purchases than either independent food stores or national chains (table 12).

Consumer buying of single-strength lemon juice during October-December 1955 was about 22 percent smaller than in the corresponding quarter of 1954. Purchases were down materially in all geographic regions except the South where volume of purchases was up about a fourth from October-December 1954. Prices paid were down slightly from a year earlier (table 13).

Purchases of canned single-strength grape juice from October through December 1955 were about 15 percent larger than a year earlier. Purchases were well above a year earlier in all regions except the Pacific where purchases were about 23 percent smaller than in October-December 1954. Householders reported paying about 1.5 cents less per 24 ounces than in October-December 1954.

Householders bought almost 15 percent more pineapple juice during October-December 1955 than in the same period of 1954. Larger purchase volumes were reported in all geographic regions. Highest per capita purchases were reported in the Northeast. Regional chain food outlets continued to account for the largest proportion of total household purchases of this product. Prices paid were down about 3.0 cents per 46-ounce can from October-December 1954.

Prune juice purchases were up about 12 percent in October-December 1955 from the same period of 1954. The largest percentage increase in purchases was reported by householders in the Southern region. Despite the increase, however, per capita purchases were lower in the Southern region than in any other region. Prices paid were slightly lower.

Household consumers bought a slightly larger volume of tomato juice during October-December 1955 than in the same period of 1954. Higher purchase volumes



were reported in all regions except the Mountain-Southwest where the volume of tomato juice purchased was almost unchanged. The average price paid by all householders was almost unchanged from a year earlier (table 13).

#### FRESH CITRUS FRUIT

On a box equivalent basis, householders purchased about a 7 percent smaller quantity of fresh oranges in October-December 1955 than in the corresponding period of 1954. Purchases of Florida oranges were slightly under the volume purchased in October-December 1954, and purchases of California-Arizona oranges and oranges unidentified as to origin were about 10 percent and 13 percent lower than a year earlier, respectively. Prices paid for California-Arizona oranges during October-December 1955 were almost unchanged from a year earlier. Prices paid for Florida oranges and oranges unidentified as to origin, however, were higher than a year earlier--the average price paid, for all oranges, was about 3 cents per dozen higher than in October-December 1954 (table 16).

Householders reported smaller purchases of fresh oranges, compared with a year earlier, in national chains and independent retail food stores. Larger purchases of Florida oranges in regional chains offset smaller purchases of California-Arizona and unidentified oranges (table 17).

Fresh grapefruit purchases during October-December 1955 were at about the same level as in the corresponding period of 1954. Increased purchases of Florida grapefruit offset decreased purchases of California-Arizona fruit (table 19).

Total purchases of fresh grapefruit were smaller than a year earlier in the Mountain-Southwest and Pacific regions, but larger in the Northeastern and North Central regions. Consumer buying in the Southern region was almost unchanged from the same period of 1954 (table 20). All families reporting averaged buying 5.1 grapefruit per purchase, with a low of 4.3 fruit per purchase in the Northeast and Pacific regions, and a high of 6 in the North Central region (table 21).

Consumers paid about 18.5 cents more per dozen for California-Arizona grapefruit during October-December 1955 than a year earlier, but almost 2 cents less per dozen for Florida grapefruit (table 21).

Householders reported buying a smaller volume of fresh lemons during October-December 1955 than in the same quarter of 1954. Only householders in the Pacific regions bought more lemons than in October-December 1954.

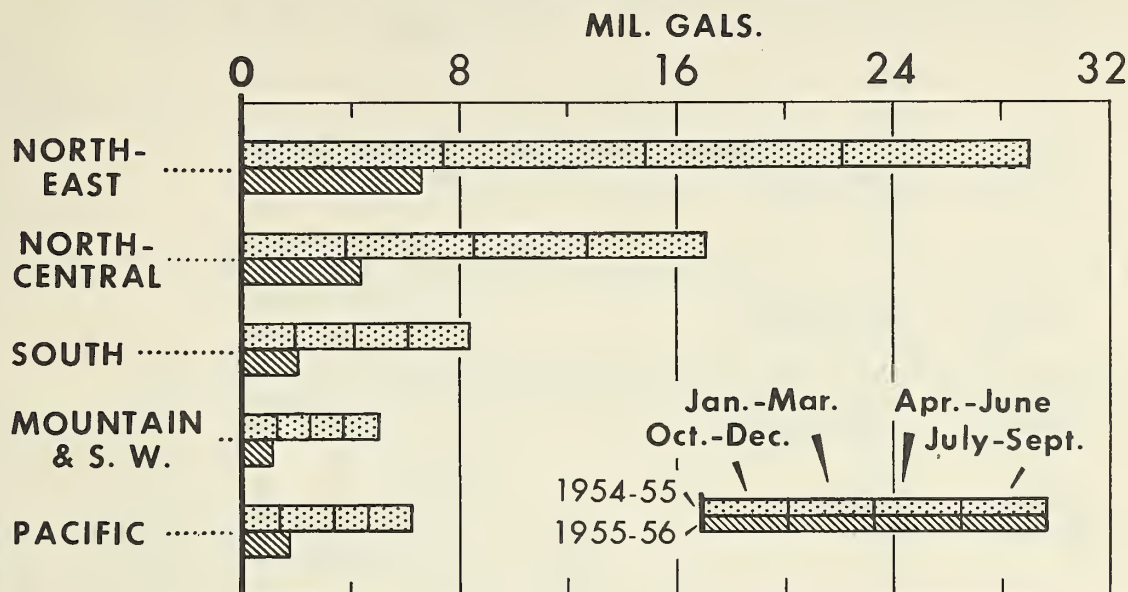
Householders in the Southern region continued to report highest per capita purchases of fresh lemons, with lowest purchases by householders in the North Central region. Householders averaged buying about 6 lemons per purchase during October-December 1955. Regionally, the average size of purchase ranged from a high of about 8 lemons in the South to a low of 5 lemons in the Northeast (table 24).

Among the 3 major types of retail food stores, only regional chain stores accounted for a larger volume of householders' purchases of lemons than in October-December 1954. Independent food stores, however, continued to be the most important outlets for this fruit. Prices paid by householders for fresh lemons were unchanged from a year earlier (table 25).

Householders bought about 21 percent less fresh tangerines during October-December 1955 than a year earlier. Prices paid averaged about 6.5 cents a dozen higher than during October-December 1954 (table 26).



# FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



PURCHASES BY HOUSEHOLD CONSUMERS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

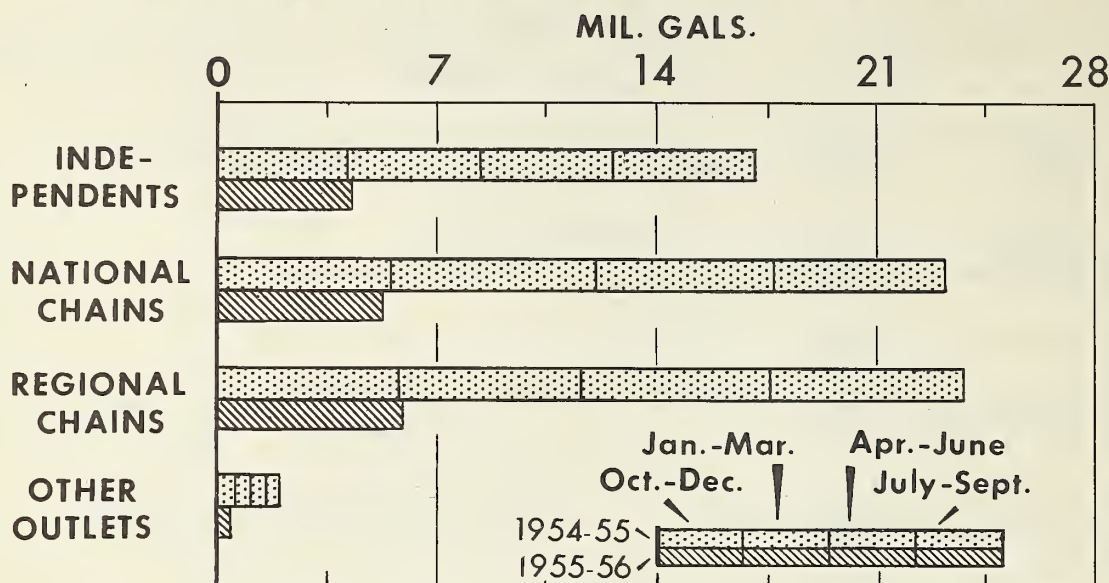
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Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	15,974	7,483	3,857	1,991	1,238	1,405	15.9	15.4	16.4	15.5	16.7	16.0
January-March	17,115	7,401	4,660	2,194	1,222	1,638	14.5	14.2	14.4	14.0	15.6	15.2
April-June	16,328	7,241	4,168	2,048	1,278	1,593	15.3	15.0	15.6	14.8	15.7	15.7
July-September	16,484	6,957	4,426	2,202	1,294	1,605	16.2	16.4	16.3	15.5	16.7	16.1
Total	65,901	29,082	17,111	8,435	5,032	6,241						
1955-56												
October-December	15,822	6,551	4,358	2,043	1,104	1,766	16.6	16.7	16.8	16.2	17.2	16.4
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1954-55												
October-December	19.1	19.3	18.0	20.2	19.1	19.1	99.7	171.0	84.0	52.3	74.0	89.1
January-March	20.3	20.3	20.5	21.2	19.5	19.6	106.7	170.1	102.1	56.2	74.8	103.0
April-June	19.4	19.7	18.8	20.5	19.6	18.9	101.1	164.3	90.0	52.7	77.9	100.0
July-September	18.9	18.6	18.9	19.5	18.5	19.3	102.9	160.0	96.8	56.9	78.6	101.4
1955-56												
October-December	19.2	18.8	19.2	19.9	17.7	20.2	98.2	148.1	94.7	52.7	67.5	111.4
January-March												
April-June												
July-September												

# WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



PURCHASES BY HOUSEHOLD CONSUMERS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3002-56(2) AGRICULTURAL MARKETING SERVICE

Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries:			outlets:	groceries:			outlets:	groceries:			outlets:
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	gallons	gallons	gallons	gallons								
1954-55												
October-December	4,107	5,517	5,791	15,974	17.7	14.9	15.3	15.9	16.9	20.5	19.5	19.1
January-March	4,231	6,533	5,891	17,115	16.3	13.3	14.2	14.5	17.5	22.8	20.2	20.3
April-June	4,202	5,777	5,859	16,328	16.8	14.4	14.9	15.3	17.3	21.0	19.5	19.4
July-September	4,513	5,307	6,177	16,484	17.4	15.7	15.8	16.2	17.1	19.8	19.4	18.9
Total	17,053	23,134	23,718	65,901								
1955-56												
October-December	4,262	5,251	5,907	15,822	17.7	15.9	16.4	16.6	17.8	20.2	19.1	19.2
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	568	131	142	47	83	165	15.7	16.6	16.4	16.4	17.2	14.0
January-March	493	132	116	1/	83	130	15.9	16.4	16.4	1/	16.7	14.8
April-June	3,038	1,142	993	294	266	343	14.2	14.7	14.0	14.3	14.9	13.2
July-September	5,783	2,203	1,904	427	446	803	13.6	14.2	13.8	13.8	14.3	12.1
Total	9,882	3,608	3,155	800	878	1,441						
1955-56												
October-December	593	142	142	88	100	121	14.1	14.7	14.6	14.8	14.0	13.3
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1954-55												
October-December	14.8	12.5	16.1	14.3	15.2	15.2	3.5	3.0	3.1	1.2	5.0	10.5
January-March	14.1	12.7	14.6	1/	14.3	15.1	3.1	3.0	2.5	1/	5.1	8.2
April-June	16.9	16.3	17.8	15.9	15.6	17.9	18.8	25.9	21.5	7.6	16.2	21.5
July-September	18.5	17.5	19.6	18.2	17.0	19.3	36.1	50.7	41.7	11.0	27.1	50.8
1955-56												
October-December	15.5	13.3	17.4	16.3	16.6	14.6	3.7	3.2	3.1	2.3	6.1	7.6
January-March												
April-June												
July-September												
Total												

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets
	ies			1/	ies			1/	ies			1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	170	194	170	568	16.9	15.1	14.9	15.7	12.7	15.5	15.7	14.8
January-March	150	177	141	493	17.5	15.2	15.0	15.9	13.9	14.2	13.2	14.1
April-June	763	1,015	1,172	3,038	15.5	13.5	13.7	14.2	15.5	17.2	17.2	16.9
July-September	1,433	2,027	2,166	5,783	15.1	12.8	13.1	13.6	16.3	19.8	18.7	18.5
Total	2,516	3,413	3,651	9,882								
1955-56												
October-December	131	211	210	593	15.2	13.8	13.3	14.1	14.4	16.1	15.0	15.5
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Indepen- dent groceries:	National chains	Regional chains
		1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1954-55									
October-December	1,070	274	248	286	169	93	277	395	384
January-March	1,066	220	303	219	191	133	307	369	350
April-June	1,356	211	521	270	210	144	448	421	457
July-September	1,584	234	611	332	190	217	475	552	503
1955-56									
October-December	1,071	150	343	298	159	121	335	330	372
January-March									
April-June									
July-September									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1954-55									
October-December	28.2	28.7	29.0	27.9	28.3	26.8	29.4	27.2	28.1
January-March	28.1	28.4	29.1	28.3	27.4	27.4	29.0	27.3	28.1
April-June	27.3	28.1	27.3	27.5	27.3	26.5	27.9	26.3	27.4
July-September	26.4	27.4	26.4	27.3	26.2	25.3	27.3	25.6	26.2
1955-56									
October-December	27.7	27.6	28.3	27.8	26.8	27.3	28.2	26.9	27.8
January-March									
April-June									
July-September									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1954-55									
October-December	61.9	64.9	58.1	58.2	62.0	73.2	61.1	69.0	56.7
January-March	61.5	62.8	56.4	56.7	64.2	72.8	64.0	65.6	56.4
April-June	66.1	62.6	71.6	57.3	67.6	68.2	67.6	67.8	64.2
July-September	69.3	62.9	75.4	57.3	65.5	86.0	73.6	73.4	62.7
1955-56									
October-December	63.2	58.7	67.3	60.4	62.9	64.5	66.5	61.3	61.9
January-March									
April-June									
July-September									
Purchases per 1,000 capita									
	United States	North-east	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/
1954-55									
October-December	6.7	6.3	5.4	7.5	10.1	5.9			
January-March	6.6	5.1	6.6	5.6	11.7	8.4			
April-June	8.4	4.8	11.3	6.9	12.8	9.0			
July-September	9.9	5.4	13.4	8.6	11.5	13.7			
1955-56									
October-December	6.6	3.4	7.5	7.7	9.7	7.6			
January-March									
April-June									
July-September									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

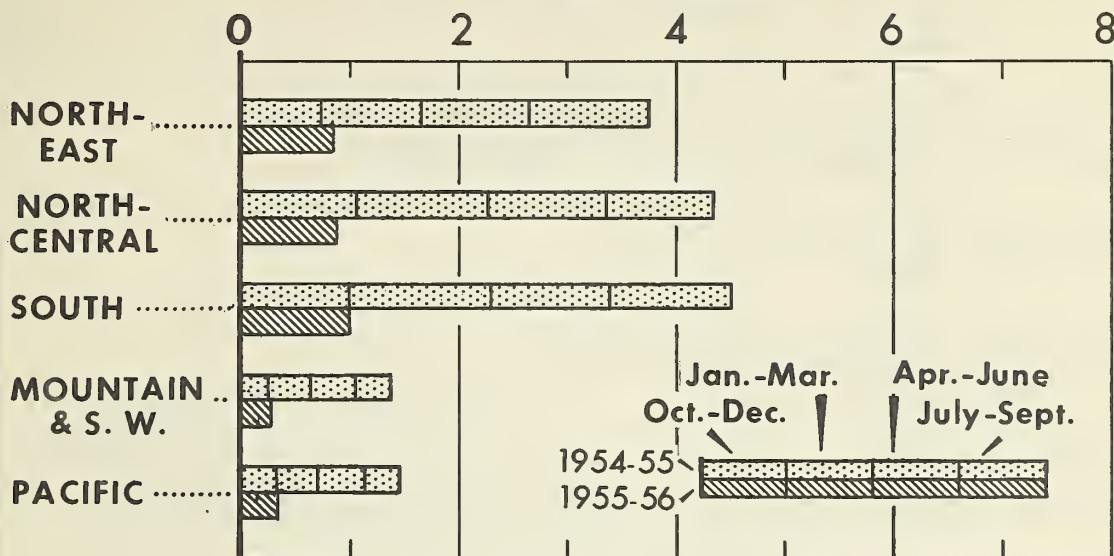
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.



# CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES\*



\*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS  
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3003-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 3

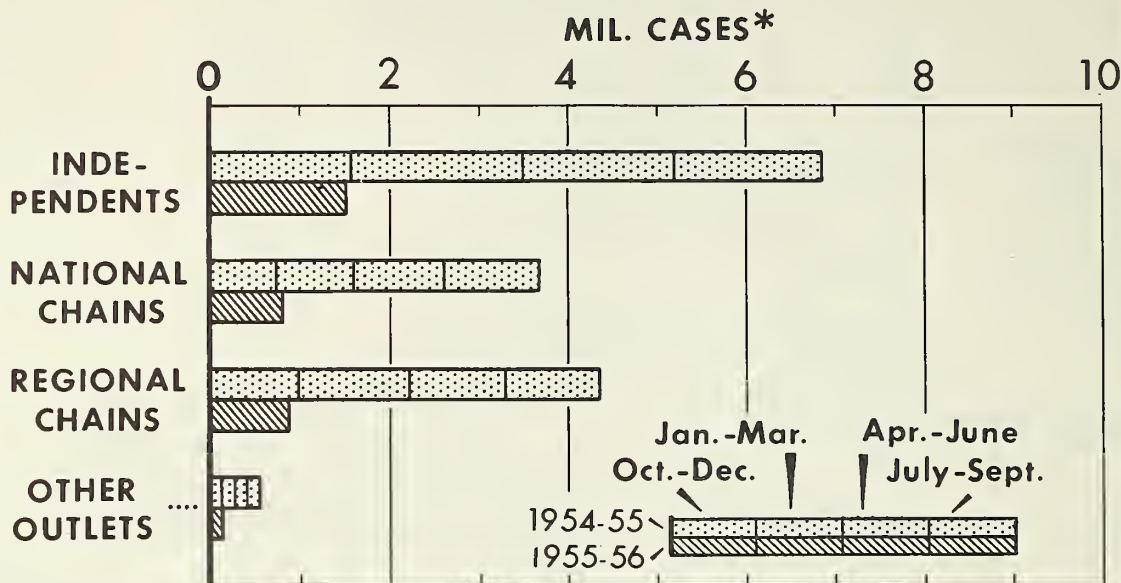
Table 6.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	3,381	748	1,053	993	254	333	32.5	31.6	31.7	30.6	36.6	37.3
January-March	4,210	941	1,219	1,285	393	372	30.3	29.1	29.7	29.2	33.3	33.4
April-June	3,924	948	1,063	1,093	389	431	30.5	28.9	30.2	29.8	32.7	32.9
July-September	3,910	1,114	977	1,136	347	336	31.4	30.1	31.2	30.6	33.2	35.5
Total	15,425	3,751	4,312	4,507	1,383	1,472						
1955-56												
October-December	3,351	840	892	992	284	343	32.7	31.8	32.6	31.2	34.9	35.7
January-March												
April-June												
July-September												
Total												
	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	56.0	56.7	62.4	54.3	51.8	51.1	21.1	17.1	23.0	26.1	15.2	21.1
January-March	59.4	59.9	65.6	58.4	55.2	54.1	26.3	21.6	26.7	33.0	24.0	23.4
April-June	58.8	58.9	62.1	56.7	58.3	58.2	24.3	21.5	23.0	28.1	23.7	27.1
July-September	57.2	62.3	57.5	57.0	54.8	50.4	24.4	25.6	21.4	29.3	21.1	21.2
1955-56												
October-December	55.3	56.8	54.9	56.0	53.9	53.4	20.8	19.0	19.4	25.6	17.4	21.6
January-March												
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

# WHERE CONSUMERS BUY CANNED ORANGE JUICE



\*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS  
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3004-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 4

Table 7.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

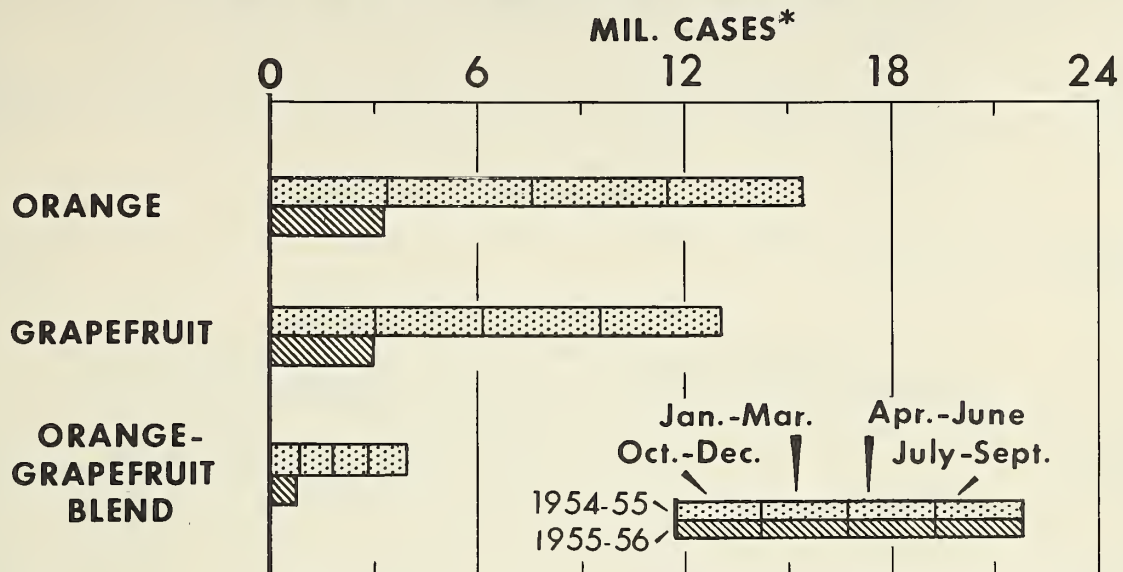
Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	cases 2/ 1,000	cases 2/ 1,000	cases 2/ 1,000	cases 2/ 1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	1,577	735	971	3,381	34.4	29.8	31.4	32.5	53.1	61.1	57.8	56.0
January-March	1,943	870	1,255	4,210	32.1	27.0	28.8	30.3	57.5	62.1	61.9	59.4
April-June	1,691	998	1,090	3,924	32.6	27.5	29.3	30.5	55.3	64.4	59.4	58.8
July-September	1,656	1,086	1,030	3,910	33.1	29.0	30.5	31.4	54.7	60.0	58.9	57.2
Total	6,867	3,689	4,346	15,425								
1955-56												
October-December	1,523	812	894	3,351	33.9	30.8	31.8	32.7	54.9	56.4	55.6	55.3
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

## CONSUMER PURCHASES OF CANNED CITRUS JUICES



\*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS  
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3005-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters, October-December 1954 to date

Period	Orange		Grapefruit		Orange-grapefruit blend	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December	3,351	3,381	3,059	3,060	800	824
January-March		4,210		3,097		971
April-June		3,924		3,436		984
July-September		3,910		3,495		1,099
Total		15,425		13,088		3,878

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 9.-- Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	3,060	790	791	656	356	467	24.2	23.5	23.2	23.5	25.6	25.9
January-March	3,097	863	764	620	367	483	25.0	24.7	24.9	24.3	25.4	25.9
April-June	3,436	959	916	697	421	443	24.7	23.4	24.0	23.3	26.4	26.9
July-September	3,495	1,012	882	763	397	441	24.2	23.4	23.5	23.2	25.9	25.7
Total	13,088	3,624	3,353	2,736	1,541	1,834						
1955-56												
October-December	3,059	795	801	641	369	453	25.3	24.6	25.4	24.2	26.1	26.3
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	62.4	62.8	68.0	60.3	58.4	62.1	19.1	18.0	17.2	17.3	21.3	29.6
January-March	62.6	60.3	66.5	64.6	59.6	62.1	19.3	19.8	16.7	15.9	22.5	30.4
April-June	66.5	64.1	73.1	67.1	65.9	62.1	21.3	21.8	19.8	18.0	25.6	27.8
July-September	66.8	66.9	72.0	66.9	63.6	63.6	21.8	23.3	19.3	19.7	24.1	27.9
1955-56												
October-December	63.7	63.8	66.1	62.4	62.2	63.5	19.0	18.0	17.4	16.5	22.5	28.6
January-March												
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 10.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	1,046	1,042	932	3,060	26.6	21.8	23.7	24.2	56.4	69.1	65.3	62.4
January-March	1,110	1,021	904	3,097	27.2	22.9	24.3	25.0	57.4	67.6	64.2	62.6
April-June	1,223	1,284	880	3,436	27.3	22.4	23.9	24.7	61.1	71.9	68.2	66.5
July-September	1,135	1,376	947	3,495	26.6	22.2	23.8	24.2	60.5	76.2	65.1	66.8
Total	4,514	4,723	3,663	13,088								
1955-56												
October-December	1,047	1,133	844	3,059	27.3	23.8	24.6	25.3	57.9	69.5	65.1	63.7
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.



Table 11.--Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	824	371	234	84	2/	96	29.7	27.5	30.1	27.5	2/	34.1
January-March	971	423	272	110	53	113	27.8	25.9	28.4	26.6	31.3	30.4
April-June	984	372	321	141	57	93	28.0	26.1	28.0	26.1	32.3	31.8
July-September	1,099	506	307	168	38	80	28.6	27.7	28.4	26.8	32.2	32.8
Total	3,878	1,672	1,134	503	187	382						
1955-56												
October-December	800	322	256	87	54	81	30.4	29.1	30.6	27.4	33.7	33.1
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	52.1	56.8	49.9	55.2	2/	45.5	5.1	8.5	5.1	2.2	2/	6.1
January-March	59.5	59.3	61.3	69.8	61.4	50.2	6.1	9.7	6.0	2.8	3.2	7.1
April-June	59.2	57.3	67.3	64.7	56.2	48.5	6.1	8.4	6.9	3.6	3.5	5.8
July-September	56.7	56.2	59.1	66.8	46.7	48.0	6.9	11.6	6.7	4.3	2.3	5.1
1955-56												
October-December	51.9	51.9	52.4	56.7	46.9	50.8	4.9	7.3	5.6	2.2	3.3	5.1
January-March												
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 12.--Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	252	235	332	824	32.7	26.4	28.9	29.7	48.4	55.8	54.3	52.1
January-March	289	316	349	971	31.6	24.7	26.5	27.8	56.0	60.2	61.2	59.5
April-June	264	378	323	984	31.9	24.7	27.2	28.0	54.0	62.6	59.8	59.2
July-September	299	411	373	1,099	31.9	26.2	27.9	28.6	51.4	58.8	60.2	56.7
Total	1,104	1,340	1,377	3,878								
1955-56												
October-December	268	231	291	800	32.8	28.5	29.1	30.4	51.1	53.6	51.7	51.9
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 13.--Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, October-December 1955

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	
Orange	3,351	840	892	992	284	343	1,523	812	894
Grapefruit	3,059	795	801	641	369	453	1,047	1,133	844
Orange-grapefruit blend	800	322	256	87	54	81	268	231	291
Lemon	114	38	42	3/	3/	15	30	33	47
Grape	600	181	152	108	89	70	184	202	191
Pineapple	4,316	1,757	812	678	484	585	1,315	1,346	1,604
Prune	1,869	932	394	262	160	121	606	556	669
Tomato	5,545	2,006	1,405	790	535	809	1,756	1,596	2,079
Total 4/	22,420	8,166	5,440	3,780	2,235	2,799	7,473	6,656	7,852
Average price per can 5/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Orange	32.7	31.8	32.6	31.2	34.9	35.7	33.9	30.8	31.8
Grapefruit	25.3	24.6	25.4	24.2	26.1	26.3	27.3	23.8	24.6
Orange-grapefruit blend	30.4	29.1	30.6	27.4	33.7	33.1	32.8	28.5	29.1
Lemon	12.4	12.8	13.0	3/	3/	11.6	12.8	12.0	11.9
Grape	34.7	33.9	34.9	34.2	35.8	35.2	38.3	31.3	34.3
Pineapple	27.2	26.9	29.5	28.7	28.6	23.8	28.9	26.2	26.4
Prune	32.4	30.8	34.2	33.1	34.8	31.9	33.5	31.5	31.9
Tomato	26.6	27.9	27.2	27.9	28.2	23.0	27.9	26.0	25.9
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Orange	55.3	56.8	54.9	56.0	53.9	53.4	54.9	56.4	55.6
Grapefruit	63.7	63.8	66.1	62.4	62.2	63.5	57.9	69.5	65.1
Orange-grapefruit blend	51.9	51.9	52.4	56.7	46.9	50.8	51.1	53.6	51.7
Lemon	14.8	16.1	17.2	3/	3/	11.9	13.6	14.9	15.6
Grape	28.4	25.3	26.4	26.3	32.6	35.5	28.7	29.5	25.8
Pineapple	57.2	56.0	53.8	52.0	56.7	69.2	55.0	60.9	57.1
Prune	38.1	39.0	37.0	36.0	40.6	37.7	36.7	37.8	39.8
Tomato	56.5	49.9	61.7	54.3	52.2	66.7	54.2	56.7	58.1
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/		
Orange	20.8	19.0	19.4	25.6	17.4	21.6			
Grapefruit	19.0	18.0	17.4	16.5	22.5	28.6			
Orange-grapefruit blend	4.9	7.3	5.6	2.2	3.3	5.1			
Lemon	.7	.9	.9	3/	3/	1.0			
Grape	3.7	4.1	3.3	2.8	5.4	4.4			
Pineapple	26.8	39.7	17.6	17.5	29.6	36.9			
Prune	11.6	21.1	8.6	6.8	9.8	7.6			
Tomato	34.4	45.3	30.5	20.4	32.7	51.0			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

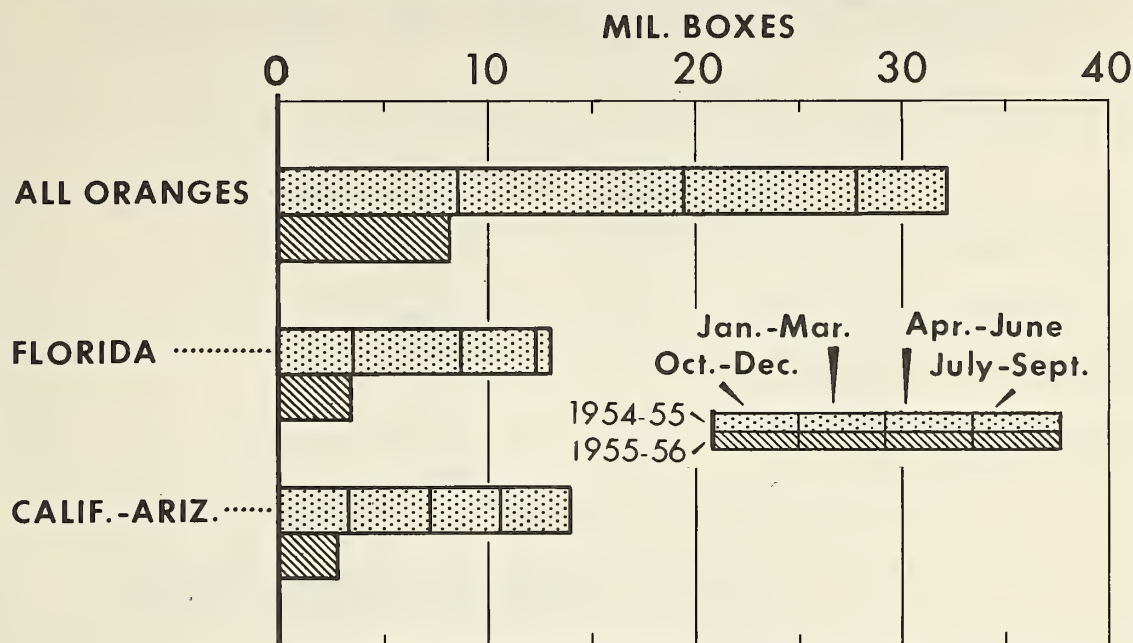
3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5-1/2-ounce can; prune juice, 32-ounce bottle; and grape juice, 24-ounce bottle.

National Consumer Panel of Market Research Corporation of America.

# CONSUMER PURCHASES OF ORANGES



PURCHASES BY HOUSEHOLD CONSUMERS  
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3006-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

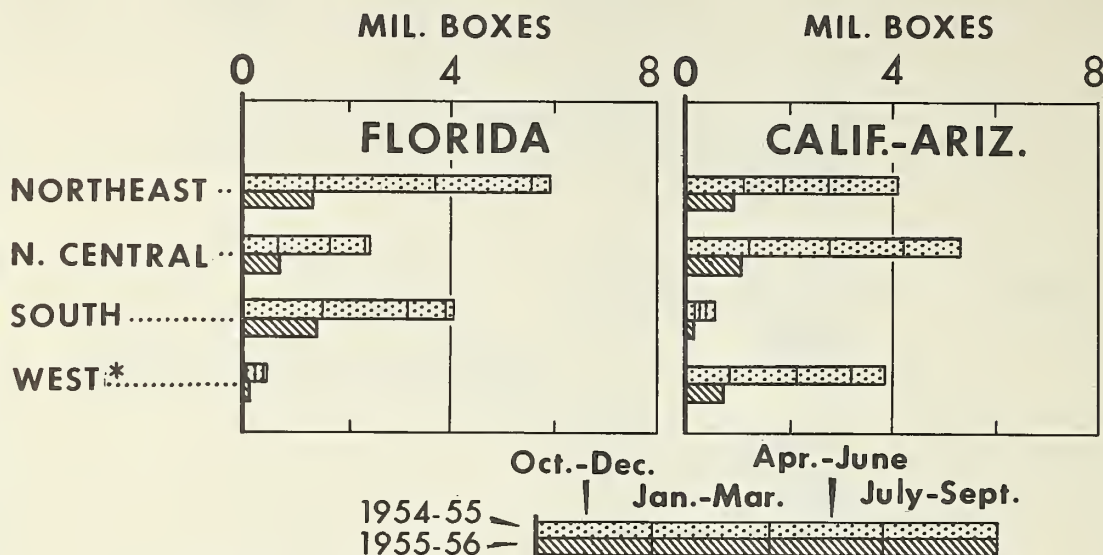
Table 14.--Oranges: Consumer purchases, by quarters, October-December 1954 to date

Period	All oranges 1/	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1954-55				
October-December	8,612	3,660	3,271	1,321
January-March	10,931	5,044	3,935	1,650
April-June	8,215	3,561	3,430	1,156
July-September	4,512	654	3,282	549
Total	32,270	12,919	13,918	4,676
1955-56				
October-December	8,020	3,618	2,953	1,150
January-March				
April-June				
July-September				
Total				

1/ Includes small quantities of oranges from other States which are not included as unidentified.

National Consumer Panel of Market Research Corporation of America.

# FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



\* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS  
PURCHASES BY HOUSEHOLD CONSUMERS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3007-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.-- Oranges: Consumer purchases, United States and regions, by quarters, October-December 1954 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,618	3,660	1,377	1,386	702	695	1,425	1,502	93	63	21	1/
January-March		5,044		2,317		1,022		1,514		186		1/
April-June		3,561		1,897		628		881		138		17
July-September		654		346		94		187		1/		1/
Total		12,919		5,946		2,439		4,084		412		38
California-Arizona												
October-December	2,953	3,271	994	1,019	1,072	1,219	153	164	242	306	492	563
January-March		3,935		891		1,604		128		345		967
April-June		3,430		872		1,419		77		324		738
July-September		3,282		1,321		1,139		175		227		420
Total		13,918		4,103		5,381		544		1,202		2,688
All oranges 2/												
October-December	8,020	8,612	2,669	2,758	2,119	2,311	2,009	2,168	610	679	613	696
January-March		10,931		3,711		3,144		2,050		849		1,177
April-June		8,215		3,111		2,379		1,213		585		927
July-September		4,512		1,854		1,389		477		307		485
Total		32,270		11,434		9,223		5,908		2,420		3,285

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.



Table 16.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	33.6	28.7	38.4	33.5	34.6	31.7	29.6	24.7	38.9	33.9	48.3	1/
January-March		33.3		38.4		36.1		26.9		33.4		1/
April-June		38.6		41.9		40.5		31.4		42.9		53.9
July-September		45.2		49.4		45.4		40.0		1/		1/
California-Arizona												
October-December	47.9	47.6	52.5	54.9	48.8	48.6	38.4	37.0	54.2	49.3	41.6	41.5
January-March		43.6		56.1		46.5		37.4		44.5		35.3
April-June		46.3		58.8		47.8		43.8		47.8		37.1
July-September		44.7		48.5		44.2		44.3		52.9		36.2
All oranges 2/												
October-December	39.7	36.9	44.3	41.6	42.8	41.2	31.1	26.9	42.7	40.2	41.3	40.8
January-March		38.1		43.6		42.2		28.6		38.6		35.1
April-June		42.8		47.7		45.4		33.4		45.9		37.9
July-September		44.6		48.5		44.5		42.0		50.5		35.9
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	15.7	16.8	13.9	14.1	14.8	15.4	18.2	20.0	12.7	14.4	9.7	1/
January-March		14.6		12.8		14.0		17.1		15.0		1/
April-June		13.5		12.6		13.5		15.3		12.9		11.3
July-September		12.0		11.7		13.8		11.6		1/		1/
California-Arizona												
October-December	12.2	11.8	11.4	10.6	11.8	11.2	14.4	14.9	11.0	12.3	13.7	13.3
January-March		12.7		9.7		12.1		13.2		12.4		15.5
April-June		12.4		9.7		12.1		12.0		12.6		15.2
July-September		12.5		12.4		12.4		11.6		11.0		14.3
All oranges 2/												
October-December	13.7	14.0	12.6	12.3	12.9	12.7	16.6	18.1	12.4	13.2	13.6	13.4
January-March		13.3		11.6		12.7		15.6		13.2		15.2
April-June		12.6		11.3		12.4		13.8		12.0		14.8
July-September		12.3		12.2		12.4		11.1		11.1		14.3
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	22.4	22.8	31.1	31.7	15.3	15.1	36.8	39.4	5.7	3.8	1.3	1/
January-March		31.5		53.3		22.4		38.8		11.3		1/
April-June		22.0		43.1		13.6		22.7		8.4		1.1
July-September		4.1		8.0		2.1		4.8		1/		1/
California-Arizona												
October-December	18.3	20.4	22.5	23.3	23.3	26.5	3.9	4.3	14.8	18.3	31.1	35.7
January-March		24.5		20.5		35.2		3.3		21.1		60.8
April-June		21.2		19.8		30.7		2.0		19.7		46.3
July-September		20.5		30.4		24.9		4.5		13.8		26.6
All oranges 2/												
October-December	49.7	53.6	60.4	63.0	46.1	50.2	51.8	56.9	37.3	40.6	38.7	44.2
January-March		68.2		85.4		68.9		52.6		51.9		74.0
April-June		50.8		70.7		51.4		31.3		35.6		58.2
July-September		28.2		42.7		30.4		12.3		18.7		30.7

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

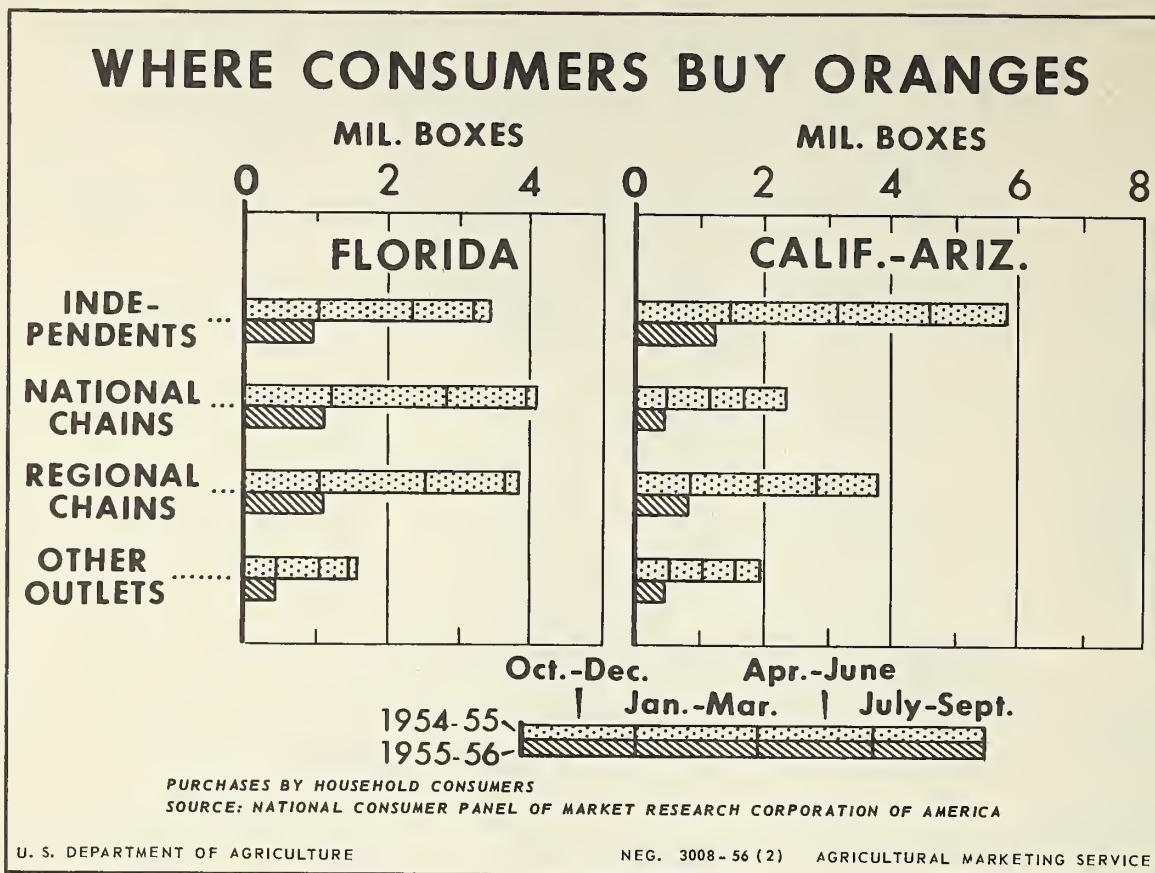


Figure 8

Table 17.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets <sup>1/</sup>	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	945	1,047	1,124	1,176	1,114	1,026	3,618	3,660
January-March		1,284		1,669		1,479		5,044
April-June		885		1,106		1,136		3,561
July-September		202		133		208		654
Total		3,418		4,084		3,849		12,919
California-Arizona								
October-December	1,234	1,455	451	455	812	841	2,953	3,271
January-March		1,671		671		1,071		3,935
April-June		1,475		553		914		3,430
July-September		1,206		670		959		3,282
Total		5,807		2,349		3,785		13,918
All oranges <sup>2/</sup>								
October-December	2,818	3,169	1,814	1,960	2,292	2,281	8,020	8,612
January-March		3,757		2,713		3,052		10,931
April-June		2,867		1,875		2,377		8,215
July-September		1,640		899		1,329		4,512
Total		11,433		7,447		9,039		32,270

<sup>1/</sup> Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

<sup>2/</sup> Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 18.-- Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen							
	Independent	National	Regional	All retail				
	groceries	chains	chains	outlets <sup>1/</sup>				
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	34.4	30.4	33.1	27.7	33.9	28.8	33.6	28.7
January-March		33.9		32.2		34.6		33.3
April-June		38.4		37.8		40.5		38.6
July-September		44.2		49.4		43.9		45.2
California-Arizona								
October-December	50.2	49.9	49.7	49.5	45.9	48.1	47.9	47.6
January-March		47.9		46.2		43.1		43.6
April-June		49.8		47.8		45.8		46.3
July-September		47.3		45.4		43.3		44.7
All oranges <sup>2/</sup>								
October-December	41.9	40.2	38.3	34.1	39.0	36.5	39.7	36.9
January-March		41.0		37.4		38.5		38.1
April-June		45.4		42.4		43.1		42.8
July-September		46.5		45.6		43.4		44.6
Average size of purchase								
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	15.6	16.2	15.1	17.0	14.9	15.7	15.7	16.8
January-March		13.5		15.1		13.7		14.6
April-June		12.6		13.9		12.8		13.5
July-September		11.8		11.3		12.4		12.0
California-Arizona								
October-December	11.5	11.3	11.5	10.8	12.4	11.1	12.2	11.8
January-March		11.6		11.7		12.3		12.7
April-June		11.6		11.7		12.3		12.4
July-September		11.7		12.3		13.0		12.5
All oranges <sup>2/</sup>								
October-December	13.0	12.9	13.4	14.3	13.4	13.3	13.7	14.0
January-March		12.2		13.4		12.8		13.3
April-June		11.9		12.5		12.5		12.6
July-September		11.7		12.0		12.7		12.3

<sup>1/</sup> Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

<sup>2/</sup> Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.



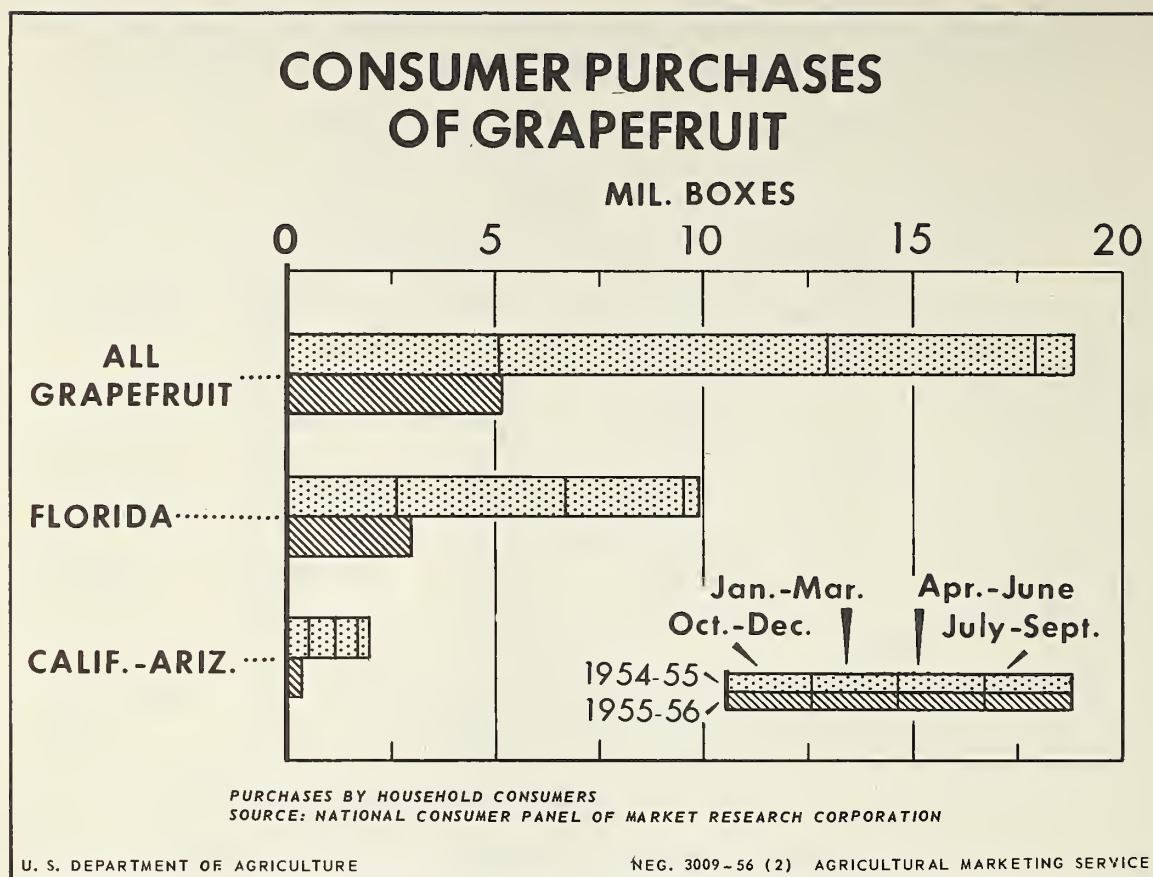


Figure 9

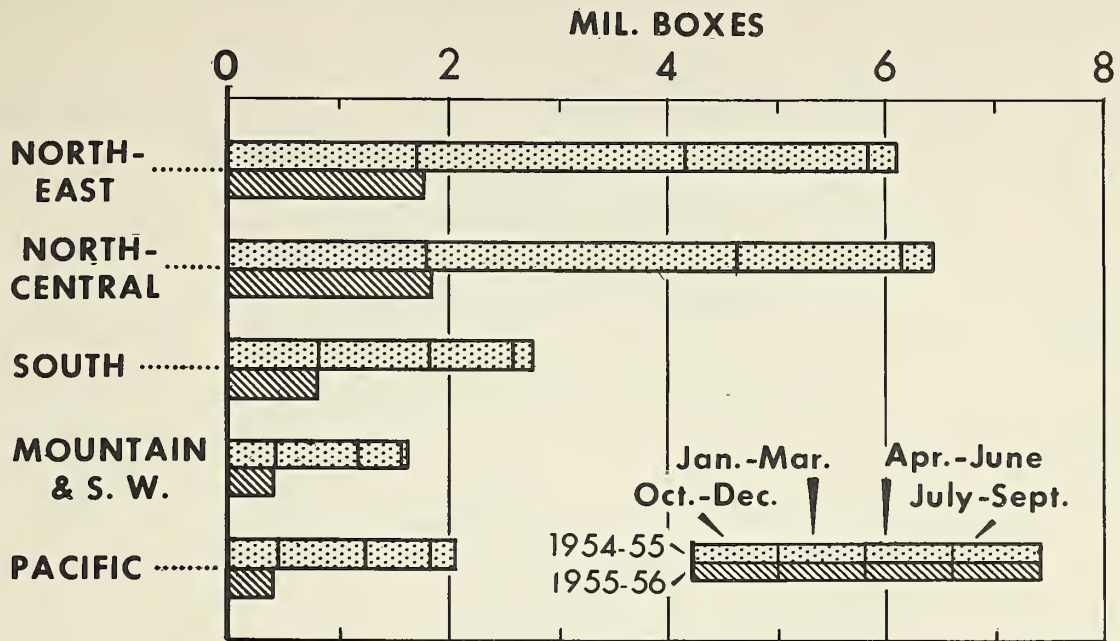
Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1954 to date

Period	All grapefruit 1/	Florida	California- Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1954-1955				
October-December	5,121	2,654	502	1,406
January-March	7,874	4,130	699	2,109
April-June	4,955	2,808	495	1,433
July-September	955	352	271	313
Total	18,905	9,944	1,967	5,261
1955-1956				
October-December	5,165	3,012	315	1,403
January-March				
April-June				
July-September				
Total				

1/ Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

National Consumer Panel of Market Research Corporation of America.

# GRAPEFRUIT PURCHASES BY REGIONS



PURCHASES BY HOUSEHOLD CONSUMERS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3010-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.-- Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1954 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56 <sup>1</sup>	1954-55 <sup>2</sup>	1955-56 <sup>1</sup>	1954-55 <sup>2</sup>	1955-56 <sup>1</sup>	1954-55 <sup>2</sup>	1955-56 <sup>1</sup>	1954-55 <sup>2</sup>	1955-56 <sup>1</sup>	1954-55 <sup>2</sup>	1955-56 <sup>1</sup>	1954-55 <sup>2</sup>
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,012	2,654	1,286	1,218	1,005	744	557	541	96	106	68	45
January-March		4,130		1,948		1,233		748		155		46
April-June		2,808		1,301		780		523		158		46
July-September		352		129		86		126		1/		1/
Total		9,944		4,596		2,843		1,938		424		143
California-Arizona												
October-December	315	502	85	49	50	96	1/	1/	24	55	137	288
January-March		699		47		86		1/		56		482
April-June		495		1/		44		1/		44		368
July-September		271		51		61		1/		17		132
Total		1,967		178		287		60		172		1,270
All grapefruit 2/												
October-December	5,165	5,121	1,767	1,703	1,833	1,781	800	804	389	400	376	433
January-March		7,874		2,447		2,851		1,032		757		787
April-June		4,955		1,683		1,514		739		400		619
July-September		955		255		273		184		48		195
Total		18,905		6,088		6,419		2,759		1,605		2,034

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 21.-- Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	79.3	80.9	86.6	88.5	72.8	79.2	69.3	66.3	89.2	87.9	112.6	109.9
January-March		78.0		83.5		77.8		64.6		84.3		102.6
April-June		91.7		97.8		90.2		74.8		100.1		131.0
July-September		113.7		120.9		125.4		97.9		1/		1/
California-Arizona												
October-December	93.4	74.8	100.1	96.8	80.0	84.4	1/	1/	90.8	61.6	95.6	73.0
January-March		73.0		93.2		73.6		1/		60.3		73.3
April-June		84.2		1/		86.8		1/		73.4		85.0
July-September		105.1		120.0		124.9		1/		128.6		92.3
All grapefruit 2/												
October-December	80.9	79.7	88.9	90.1	73.2	76.2	73.0	71.6	84.0	76.3	95.3	82.0
January-March		75.5		85.3		71.8		69.0		75.0		74.8
April-June		90.5		99.2		87.6		79.6		95.3		89.6
July-September		108.2		121.1		117.0		102.9		128.6		91.3
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	5.2	5.1	4.5	4.4	6.1	5.6	5.9	6.0	4.9	6.6	3.5	4.0
January-March		5.3		4.7		5.9		6.1		5.7		4.4
April-June		4.6		4.1		5.1		5.4		5.3		3.5
July-September		4.0		3.6		4.2		4.3		1/		1/
California-Arizona												
October-December	4.5	5.4	4.3	3.9	5.9	5.2	1/	1/	5.0	8.6	4.4	5.3
January-March		5.6		4.6		5.6		1/		7.8		5.5
April-June		5.3		1/		4.8		1/		8.7		5.2
July-September		4.1		3.6		3.7		1/		2.9		4.6
All grapefruit 2/												
October-December	5.1	5.1	4.3	4.2	6.0	5.6	5.5	5.5	5.4	6.1	4.3	4.6
January-March		5.5		4.5		6.1		5.6		6.5		5.5
April-June		4.7		4.0		5.0		5.0		5.3		4.9
July-September		4.0		3.7		4.0		3.9		3.2		4.6
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	18.7	16.6	29.1	27.8	21.8	16.2	14.4	14.2	5.8	6.3	4.3	2.8
January-March		25.8		44.8		27.0		19.2		9.5		2.9
April-June		17.4		29.5		16.9		15.5		9.6		2.9
July-September		2.2		3.0		1.9		3.3		1/		1/
California-Arizona												
October-December	2.0	3.1	1.9	1.1	1.1	2.1	1/	1/	1.5	3.3	8.6	18.3
January-March		4.4		1.1		1.9		1/		3.4		30.3
April-June		3.1		1/		1.0		1/		2.7		23.1
July-September		1.7		1.2		1.3		1/		1.0		8.3
All grapefruit 2/												
October-December	32.1	32.0	40.0	38.9	39.8	38.8	20.6	21.1	23.7	23.9	23.7	27.5
January-March		49.2		56.3		62.5		26.4		46.3		49.5
April-June		30.8		38.2		32.8		19.1		24.3		38.9
July-September		6.0		5.9		6.0		4.8		2.9		12.3

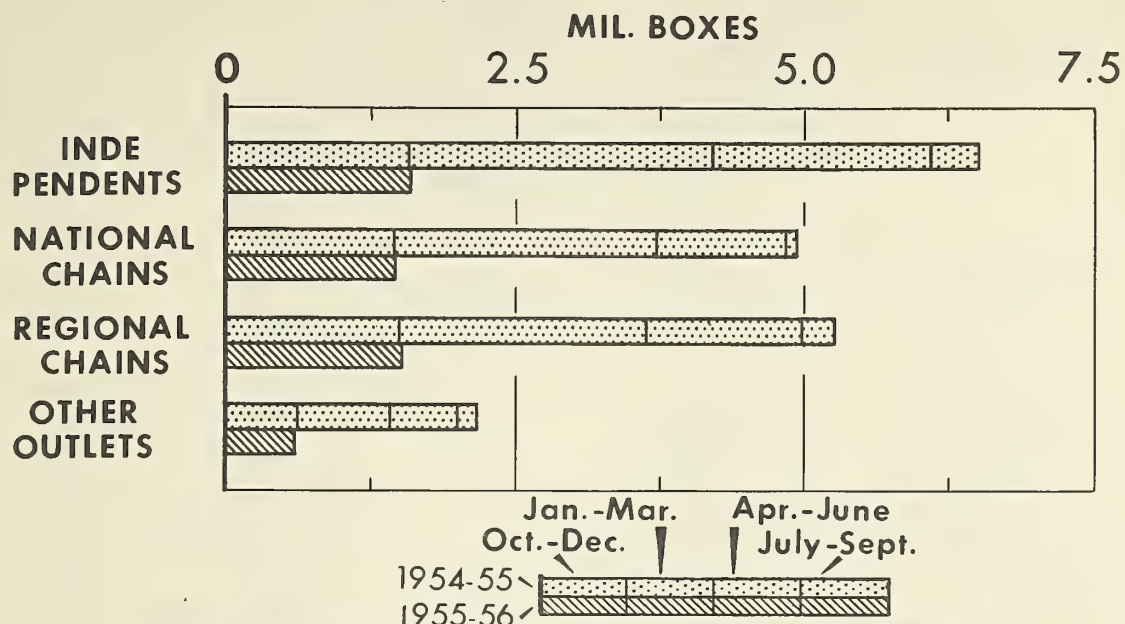
1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.



# WHERE CONSUMERS BUY GRAPEFRUIT



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA  
PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3011-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets <sup>1/</sup>	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	800	634	979	881	897	777	3,012	2,654
January-March		1,050		1,470		1,140		4,130
April-June		873		765		800		2,808
July-September		143		30		106		352
Total		2,700		3,146		2,823		9,944
California-Arizona								
October-December	107	174	70	125	96	151	315	502
January-March		232		167		243		699
April-June		197		97		152		495
July-September		93		37		83		271
Total		696		426		629		1,967
All grapefruit <sup>2/</sup>								
October-December	1,598	1,582	1,453	1,441	1,528	1,492	5,165	5,121
January-March		2,637		2,286		2,141		7,874
April-June		1,881		1,134		1,355		4,955
July-September		407		98		277		955
Total		6,507		4,959		5,265		18,905

<sup>1/</sup> Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

<sup>2/</sup> Includes Texas grapefruit and grapefruit not identified as to origin.

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Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen							
	Independent	National	Regional	All retail				
	groceries	chains	chains	outlets <sup>1/</sup>				
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	85.2	86.4	74.6	77.0	81.5	82.9	79.3	80.9
January-March		83.7		72.6		81.8		78.0
April-June		91.4		90.3		97.2		91.7
July-September		112.0		122.8		123.5		113.7
California-Arizona								
October-December	97.1	82.6	89.5	72.0	94.1	74.6	93.4	74.8
January-March		80.2		71.4		69.9		73.0
April-June		87.4		91.1		85.7		84.2
July-September		111.8		134.9		98.4		105.1
All grapefruit <sup>2/</sup>								
October-December	86.0	84.1	76.6	77.9	81.6	79.5	80.9	79.7
January-March		78.5		72.9		76.0		75.5
April-June		90.9		91.7		95.2		90.5
July-September		109.5		130.2		110.5		108.2
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	4.8	4.8	5.6	5.4	4.7	4.5	5.2	5.1
January-March		4.8		5.8		4.8		5.3
April-June		4.5		4.9		4.1		4.6
July-September		3.9		3.5		3.5		4.0
California-Arizona								
October-December	4.0	4.9	5.8	5.9	4.3	4.7	4.5	5.4
January-March		5.2		6.2		5.2		5.6
April-June		5.3		5.4		4.4		5.3
July-September		3.7		3.6		3.9		4.1
All grapefruit <sup>2/</sup>								
October-December	4.7	4.8	5.5	5.2	4.7	4.7	5.1	5.1
January-March		5.3		5.8		5.1		5.5
April-June		4.7		4.8		4.2		4.7
July-September		3.9		3.5		3.7		4.0

<sup>1/</sup> Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

<sup>2/</sup> Includes Texas grapefruit and grapefruit not identified as to origin.

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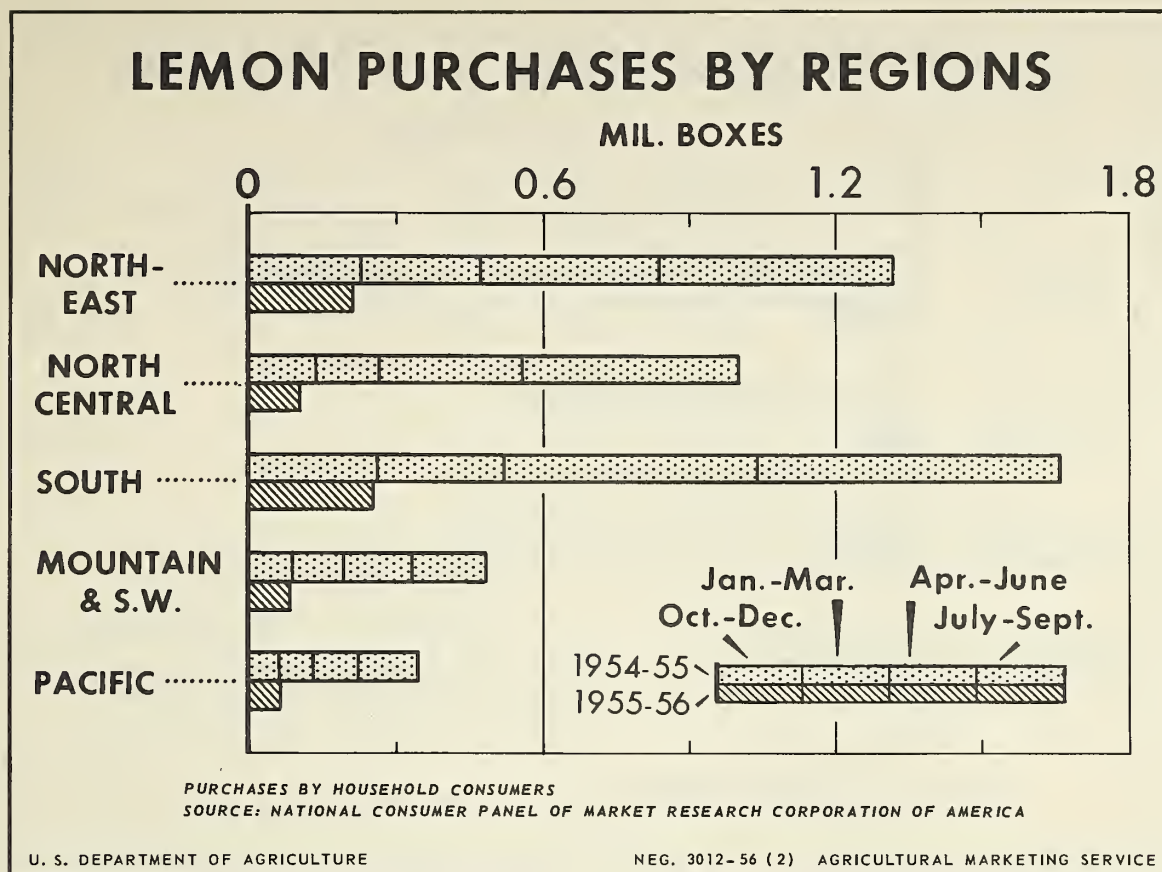


Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	785	231	136	266	89	63	45.6	52.5	56.8	38.3	44.2	45.4
January-March	798	240	128	255	106	69	44.2	51.1	55.5	37.2	42.4	42.9
April-June	1,414	369	293	518	141	93	41.1	48.0	47.9	34.7	41.1	41.3
July-September	1,817	478	448	623	148	120	41.9	49.6	46.5	35.2	42.5	41.1
Total	4,814	1,318	1,005	1,662	484	354						
1955-56												
October-December	713	210	104	249	84	66	45.6	52.6	56.6	38.4	43.7	46.7
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1954-55												
October-December	6.1	4.9	5.1	7.9	6.4	5.2	4.9	5.3	2.9	7.0	5.3	4.0
January-March	6.1	4.9	4.9	7.8	6.6	5.6	5.0	5.5	2.8	6.5	6.5	4.3
April-June	7.2	5.8	6.9	8.7	7.0	6.5	8.8	8.4	6.3	13.3	8.6	5.8
July-September	7.7	6.3	8.2	9.0	7.1	6.8	11.3	11.0	9.8	16.1	9.0	7.6
1955-56												
October-December	6.2	5.0	5.1	7.9	6.5	5.4	4.4	4.7	2.3	6.4	5.1	4.2
January-March												
April-June												
July-September												
Total												



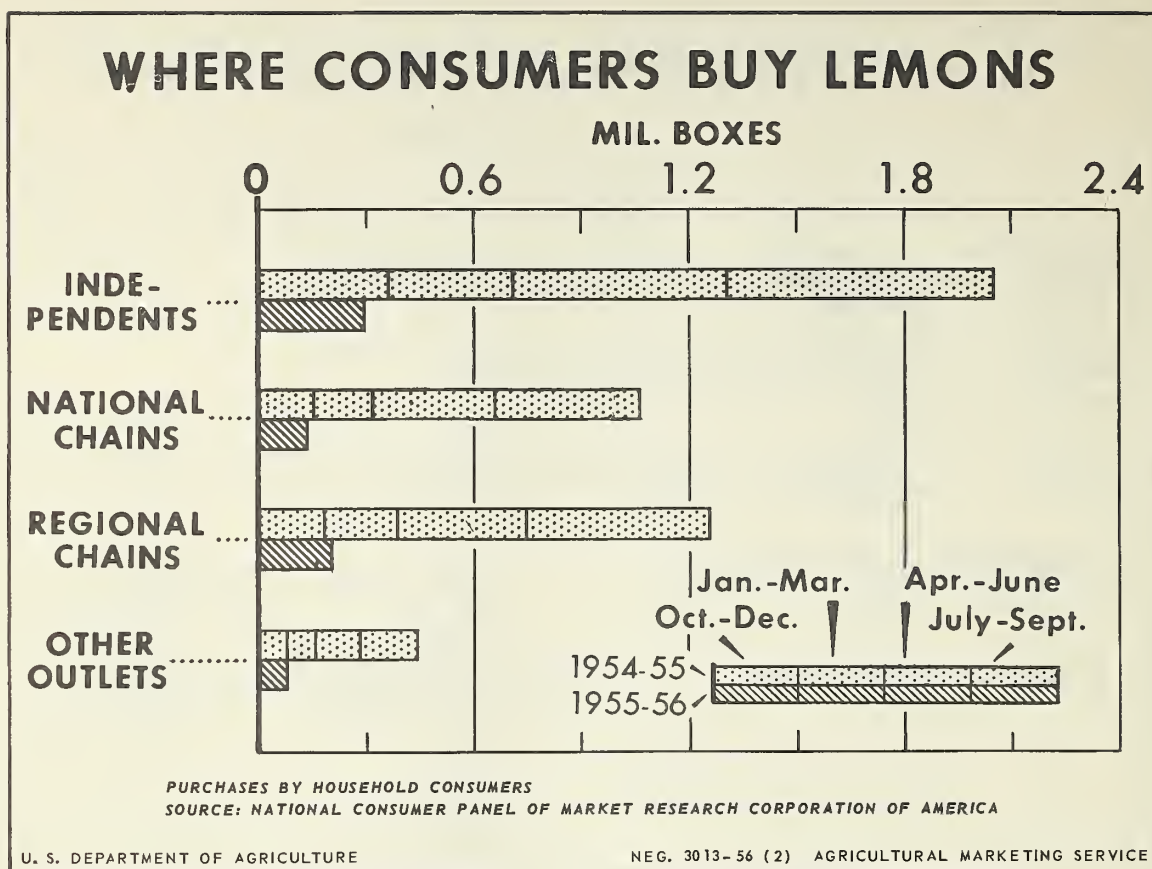


Figure 13

Table 25.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1/			1/				1/				1/
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Units	Units	Units	Units
	boxes	boxes	boxes	boxes								
1954-55												
October-December	366	155	189	785	45.0	47.3	48.3	45.6	6.2	5.7	5.8	6.1
January-March	351	164	195	798	44.4	44.5	46.1	44.2	6.0	5.9	6.1	6.1
April-June	593	337	368	1,414	41.7	40.6	41.0	41.1	7.1	7.4	7.2	7.2
July-September	740	406	504	1,817	42.7	41.7	41.7	41.9	7.7	7.6	7.8	7.7
Total	2,050	1,062	1,256	4,814								
1955-56												
October-December	298	135	202	713	45.1	47.3	47.1	45.6	6.2	5.8	6.2	6.2
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

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Table 26.- Tangerines: Consumer purchases, average prices paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1954 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	2,075	904	600	433	79	59	32.7	33.8	33.6	26.9	39.7	43.5
January-March	2,006	878	608	377	66	77	27.2	28.8	26.1	21.7	35.0	38.9
1955-56												
October-December	1,644	670	529	315	63	67	39.3	41.8	39.6	32.2	47.0	43.9
January-March												
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1954-55												
October-December	12.6	11.6	13.2	15.6	9.4	9.2	12.9	20.6	13.1	11.4	4.7	3.7
January-March	13.7	12.9	14.9	16.5	9.8	9.7	12.5	20.2	13.3	9.7	4.0	4.8
1955-56												
October-December	11.8	10.4	12.8	15.5	8.7	9.7	10.2	15.2	11.5	8.1	3.9	4.2
January-March												

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Table 27.-- Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1954 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1954-55												
October-December	670	509	613	2,075	35.8	31.5	32.4	32.7	12.3	12.0	12.2	12.6
January-March	705	419	547	2,006	28.8	26.7	26.9	27.2	13.2	12.9	13.4	13.7
1955-56												
October-December	530	404	481	1,644	41.2	38.8	39.0	39.3	11.8	11.5	11.2	11.8
January-March												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

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